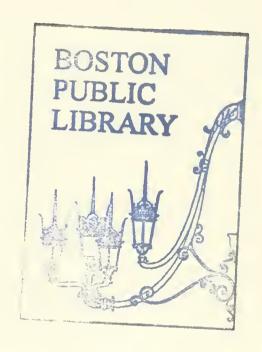


1.10-17-

Harborwalk/Phase 1
Signage System
Boston, Massachusetts

Johnson/Hehr Associates
Carol R. Johnson & Associates



WATERFRONT J66 1989

January 4, 1989



January 3, 1989

Boston Redevelopment Authority One City Hall Square Boston, MA 02201

Attention: Ms. Emel Hadzipasic

Senior Planner

Harbor Planning and Development

Dear Ms. Hadzipasic:

The project team of Johnson/Hehr Associates Inc and Carol R. Johnson and Associates, Inc. is pleased to submit their qualifications for designing a signage system for Harborwalk - Phase I.

We have put together a team that we feel is uniquely qualified to handle this exciting job. You will see that we have the technical expertise, experience and local knowledge that you are looking for. In addition, our team's experience goes way beyond that of most sign designers. Carol R. Johnson and Associates' experience in landscape design should prove invaluable. Johnson/Hehr Associates' vast experience in exhibit design adds another dimension. Informative exhibits are Johnson/Hehr Associates stock in trade.

We feel that the fact that some of us live outside of Boston gives us an additional insight into the problems as well as the opportunities. Some of us understand first hand the joy a visitor has in discovering the Boston waterfront and how to find his way around it.

In addition to our companies' experience we feel that Mr. Danforth is very well qualified to coordinate our efforts on your behalf.

If there are any further questions, please do not hesitate to contact Dick or myself.

Sincerely,

JOHNSON/HEHR ASSOCIATES INC

David I. Johnson

DIJ:ck



# Firm Background and History

Johnson/Hehr Associates Inc has been in business since 1966; the principals have been working designers since 1950. The Company enjoys a widely respected reputation for the creation and production of quality work, on time and at a reasonable cost.

The firm's work covers a broad range of design assignments, including signage, exhibits, visitor centers, museums, corporate identity, print graphics, and interiors. A staff of nine can research, provide conceptual designs and working drawings and formulate specifications for bid packages. If expertise beyond our own experience is required, we work with various consultants such as architects, engineers, illustrators, and researchers.

# Relevant Past Experience

As consulting graphic designers for incorporation of a signage system for the Harborwalk, Johnson/Hehr Associates Inc can offer the following:

- .Experience in obtaining and organizing sizable amounts of client information.
- .Experience in establishing a set of sign "priorities" within the framework of a given system.
- .Experience in designing easily comprehended, easily read, attractively detailed signs, with attention given to their surroundings.
- .A ready accessibility to experimenting with different manufacturing materials and processes through a sharing of facilities with an exhibit house.
- .A history of projects completed on time and on budget many of which have received awards.
- .A good working relationship with local, state and national government agencies.

Following is a brief description of some of the projects Johnson/Hehr Associates Inc has done which have some characteristics common to the Harborwalk project.



New York State Bicentennial Commission Albany, New York 1975

The Festival Barge represented New York State's official celebration of the American Bicentennial.

Johnson/Hehr Assoicates was chosen from a list of top exhibit/graphic designers to handle the entire project. After assisting in selection of a former railroad barge, an aerial tour of all prospective docking sites was made and studies of clearances in canal locks and bridges were conducted. The script was prepared by Johnson/Hehr Associates with the assistance of a staff historian hired during the course of the project. Johnson/Hehr Associates employed multi-media techniques to tell the story of New Yorkers as affected by the Revolutionary War, including slides shows, rear projected movies, period room settings, live and participatory entertainment. A printing press, loom, log cabin, tavern, counting house and working post office were replicated at full scale to enrich the visitor's experience. Signage played an important role in attracting the public, directing them upon reaching the dock site and conveying chunks of history throughout the barge. Johnson/Hehr Associates created a logo, trail blazers, staff badges, awards, stationery, literature and promotional items.

## Reference:

Mr. Philip Johnson 22 Ivy Court Clifton Park, New York 12065 (518) 371-0783

Carborundum Museum of Ceramics Niagara Falls, New York 1973

When the Carborundum Company built its new headquarters in Niagara Falls, it had already decided to incorporate a museum of ceramics in approximately 44,000 sq.ft. on two levels. Johnson/Hehr Associates was chosen from a group of prominent exhibit/graphic firms to design the museum's spaces. We were involved early on with architects Skidmore Owings & Merrill in developing a beautiful yet practical "envelope". To make viewing of the ceramic collection exciting as well as educational, various "surrounds" were created. These ranged from murals to movies to free-form fabric environments to a mini-factory which produced authentic Spode china. Primarily, however, the story of ceramics was conveyed by appropriate typographic effects, color and illustrations to mirror the time periods through which the visitor moved.

## Reference:

Mr. A. Richard DeNatale General Delivery Grantham, NH 03753 (603) 863-7393

The Carborundum Company Niagara Falls, New York 1977

The Carborundum Company, a multi-divisional ceramic manufacturer in Niagara Falls, New York realized the need for a coordinated exterior sign system. After the information gathering stage, a grid was established which could be expanded and contracted to suit the varying needs of divisional names and physical site pecularities. Johnson/Hehr Associates was responsible for writing specifications, supervising the fabrication and installation of typical signs.



## Reference:

Mr. A. Richard DeNatale General Delivery Grantham, NH 03753 (603) 863-7393

New York State Office of Parks, Recreation & Historic Preservation Albany, New York 1987

New York State's Parks Department is currently setting up a group of "Urban Cultural Parks" dealing with the history of the development of urban communities and the necessity of revitalizing their resources today. Johnson/Hehr Associates was retained to design a "core" exhibit suitable for use in each of 14 sites. The exhibit is now in prototypal stage. Trail blazer design has been completed; approach signage is in progress. In addition to the exhibits and signage, we have been retained to design a brochure to publicize the existence and purpose of the Urban Cultural Parks system.

## Reference:

Mr. John McEneny Urban Cultural Parks New York State Office of Parks, Recreation & Historic Preservation Agency Building 1 Empire State Plaza Albany, New York 12238 (518) 473-2375

Steamtown National Historic Site Scranton, Pennsylvania 1988

The National Park Service is gradually upgrading this facility, and its first need was for a group of signs to welcome and direct the public through a rather rambling collection of buildings, steam locomotives, cars and trackage. In addition to the requisite exterior and interior signs, a large orientation map used in the lobby of the former DL&W depot, as well as a group of colorful banners to welcome and inform visitors.

## Reference:

Mr. Doug Burkhard
Division of Museum Production
National Park Service
Harpers Ferry Center
Harpers Ferry, West Virginia 25425
(304) 535-6389

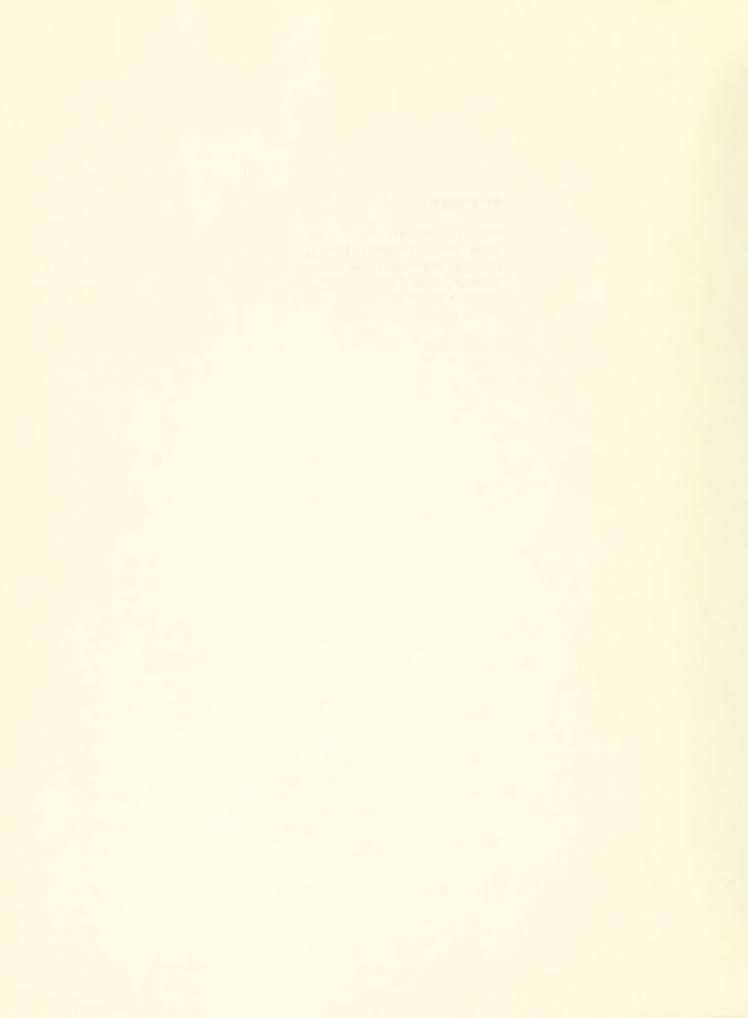
Lake George Park Commission Ticonderoga, New York 1967

The Lake George Park Commission retained Johnson/Hehr Associates to design and write a brochure directed to the business community along the western shore of the lake, to make people aware of the sign problem and to attempt to persuade them to improve their images. This effort was recognized by awards from the New York State Council on the Arts and by Holiday magazine. Several years later, Johnson/Hehr Associates was hired to conduct a sign study concentrated in the Village of Bolton Landing. We photographed and documented over 40 places of business, interviewed owners, and developed facades and/or signage suggestions for all. By combining "before" photos and "after" illustrations, a twin-screen slide show was developed and presented to an enthusiastic business community.



# Reference:

Mr. John Moore John Moore Graphic Design 231 Delaware Avenue Delmar, New York 12054 (518) 439-0330





New York State Festival Barge



Edouard Dzielski, Inc.



Abels Bagels, Inc.



U.S. Finance Corporation



DelAire Air Ventilation



Hadley Exhibits



Asmara Carpet Importers



Addison Beusch Advertising Agency



Savant Educational Software



Rose Polytechnic Institute



Fitness Unlimited



Artis Software



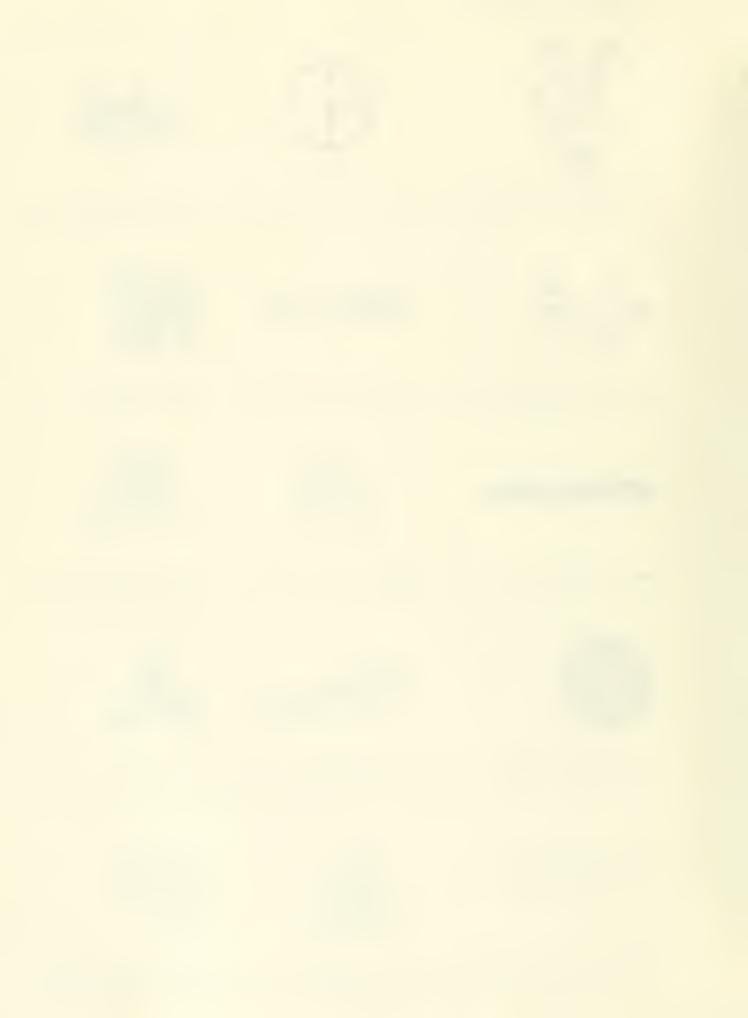


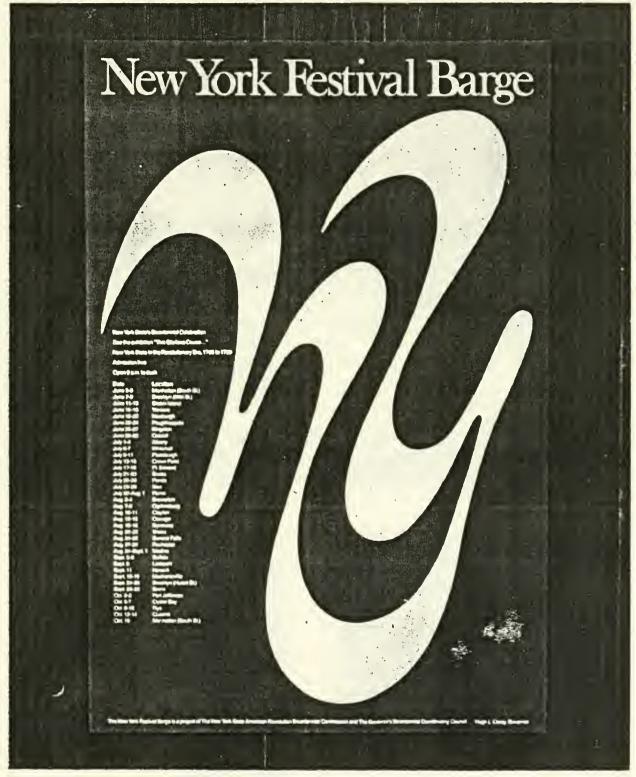
RB

H.N.Gorin Real Estate Developer

Logical Software

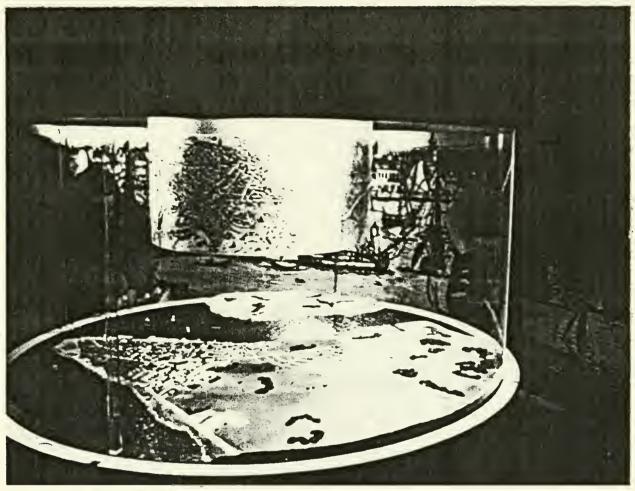
Peabody & Brown Law Firm





New York State Bicentennial Commission

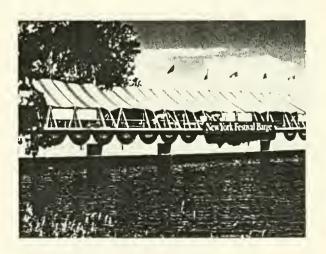




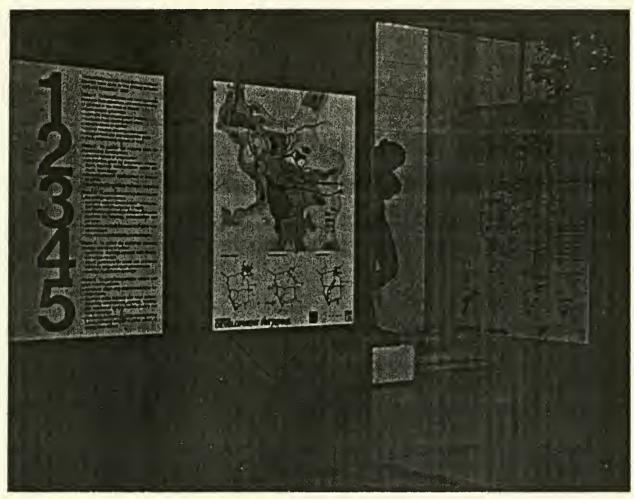
Scale model map of 18th century New York City All New York State Bicentennial Commission



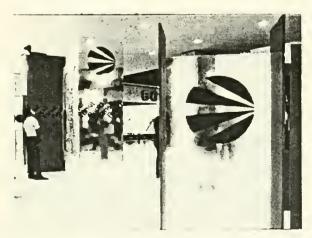








New York State Office of Planning Coordination (Buffalo Rapid Transit Exhibit)



New York State Office of Planning Coordination (Buffalo Rapid Transit Exhibit)

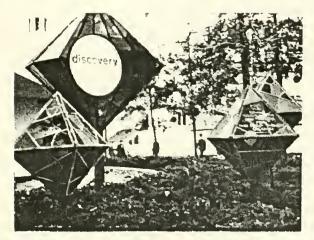


New York State Urban Development Coop. (Audubon New Community Map)





The Carborundum Company



Christian Science Church (World's Fair Pavilion Signage)



Christian Science Church





New York State Office of Parks, Recreation, Historic Preservation





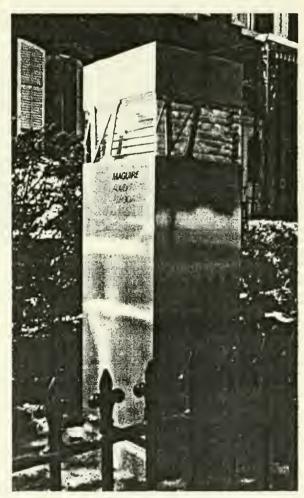
Levy, King & White



Clairtone Ltd.

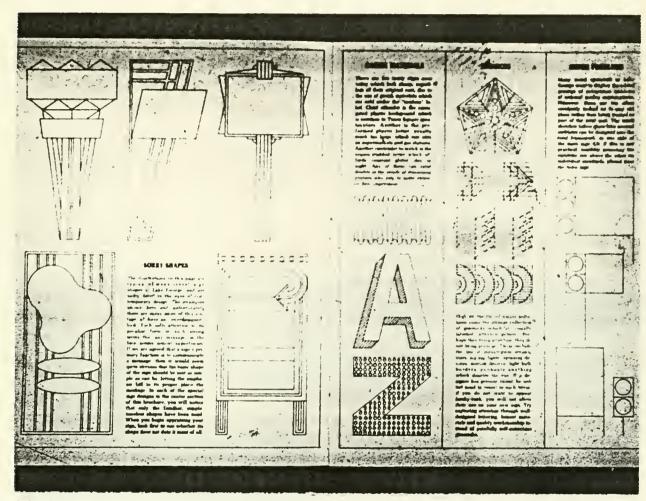


Moog, Inc.



Maguire Advertising Associates, Inc.





Lake George Park Commission (double spread from brochure on signage)



Lake George Park Commission



Lake George Park Commission





Abels Bagels, Inc.



Abels Bagels, Inc.





Carborundum Museum of Ceramics (Spode Factory Signage)



Jesse E. Nash Health Center



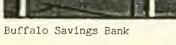






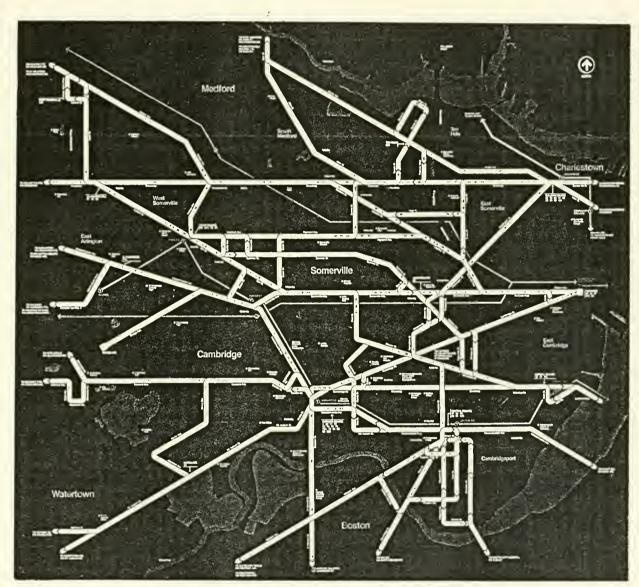












MBTA Bus map designed by Ann Casady while an Associate at Gill Fishman Associates, Cambridge, MA



## Firm Background and History

Since 1959, Carol R. Johnson & Associates, Inc. has provided services in landscape architecture and site planning to public and private sector clients. Its current staff numbers 34, of whom 28 are landscape architects. The firm offers in-house a full range of planning and design services, including land use planning and site analysis, resource inventories, site master planning, open space and recreation planning and design, urban waterfront restoration, cost estimating, construction documents, specifications, and site supervision.

## Relevant Past Experience

As consulting landscape architects for the design of a signage system for the Harborwalk, Carol R. Johnson & Associates, Inc. can bring to this effort:

- .Experience in the design of urban waterfront edges, and the location of signage and interpretive elements in such environments;
- .Experience in designing and locating simple, clear and effective informational and directional signs for a wide variety of sites;
- .Experience in the design of urban waterfront parks along the Boston harborfront;
- .A long established, successful working relationship with Boston city agencies and the DEM;
- .An established reputation for quality landscape design, evidenced by the firm's long history of award-winning projects;
- .An outstanding record of sound administrative performance and an ability to coordinate dependably. This reputation for careful project management focuses on review of design options with the client, ongoing cost evaluations, and constant maintenance of project schedules.

The following projects represent CRJ&A's experience in these relevant areas.



I. Design of urban waterfront edges and the location of signage and interpretive elements in such environments

Shipyard Quarters Marina and Promenade Charlestown, MA (1982)

Consulting to Immobiliare New England, project developers, CRJ&A was responsible for design of the waterfront promenade and harborside amenities along Piers 5 and 6 at Shipyard Quarters in the former Charlestown Navy Yard. Pier 6 extends 650 feet into Boston Harbor and the public boardwalk promenade stretches 800 feet along the waterfront. The pier gives access to 150 marina slips through gates, provides controlled auto access and parking. The promenade features viewing platforms, seating and sun canopies, and allows a panoramic view of Boston Harbor. Railings, decking, planting, night lighting, marina security gates, and signage were designed by CRJ&A.

#### Reference:

Mr. Arnold Haight
124 Prospect Street
(Formerly of Immobiliare New England)
Canton, MA
(617) 241-7700

Old Harbor Park
South Boston, MA
(In Progress)

Integral to the success of the Columbia Point revitalization is the creation of a waterfront park between the John F. Kennedy Memorial Library and the southern tip of Carson's Beach. This section of waterfront constitutes a one mile missing link in the Metropolitan District Commission's several miles of reservation between Castle Island and the University of Massachusetts campus at Columbia Point. CRJ&A was retained to study the possibilities for this area and to formulate a Master Plan for the entire one mile of waterfront. CRJ&A is also providing final design services for the one-half mile portion of the park abutting Harbor revitalized housing project. Point, the



Interpretive features for the park have been designed and located by CRJ&A to describe the historical, social, natural, and geographic aspects of the park.

- .A harbor medalion, 18 feet in diameter, features a circular granite map of Boston Harbor with the park located and names of key coastal features. The medalion is surrounded by five 6' x  $1\frac{1}{2}$ ' granite silhouettes depicting the history of Boston Harbor from the landing of the first English ships to the pesent.
- Eight interpretive plaques, located in pairs at the top of granite stairs on the the waterfront and at the top of a slope, depict the M.D.C. park system and Dorchester Bay MDC parks; 19th century ships in Boston Harbor; historic battle of Dorchester Heights; a plaque on Father's Rest Point with a graphic representation of the "Fisherman and the Sea" fairy tale; and a plaque depicting the history of the flounder.
- .Granite pavement under the Father's Rest Pavilion depicts the Greek constellations in the summer, fall, winter and spring skies.

#### Reference:

Mr. Jack Donovan
Corcoran, Jennison & Co., Inc.
Quincy, MA
(617) 328-3100

Baker Chocolate Mills
Dorchester Lower Mills, MA

CRJ&A is providing design services to the project developers of the historic Baker Chocolate Mills site in Dorchester Lower Mills. Several mill buildings are being renovated for housing and a new building constructed for housing and parking. The 7-acre site is also to be part of a Heritage State Park, providing interpretation of the history of the site for school groups and other park visitors. CRJ&A is suggesting locations and topics for site interpretive features in the park to be designed by the DEM's exhibit designer.

## Reference:

Mr. David Salomon Related Companies Northeast Boston, MA (617) 723-0990 CAROL R. JOHNSON & ASSOCIATES, INC.-

## Heritage State Park Lynn, MA

Consulting to the project engineers, CRJ&A was responsible for landscape design and development for the new Heritage State Park in Lynn, MA. Sited along the Lynn Harbor, the park was funded by the DEM through a grant to the City of Lynn. The park incorporates active and passive recreational facilities, while preserving large areas of open lawn. The design responds to the relationship of the harbor site to adjacent private development and to demands for efficient pedestrian circulation through various activity nodes. Both the ecology and the appearance of the Lynn Harbor benefit from this new waterfront development.

# Lechmere Canal Park East Cambridge, MA

Lechmere Canal Park is part of an overall revitalization effort to reclaim underused land and to transform Lechmere Square in East Cambridge into a functionally diverse and active urban center. As prime consultant to the City of Cambridge for the 7.5 acre public park, CRJ&A is responsible for landscape design, construction documents, bid administration and site supervision. The firm is also responsible for site planning and coordination of landscape design with public and private development surrounding the park.

The historical importance of the Lechmere Canal area as a center for 19th century industry has been recalled through incorporation of original details, imagery and artifacts into a contemporary design theme.

The park was dedicated in the fall of 1986. The project received a 1988 Merit Award from the Boston Chapter of the American Society of Landscape Architects and a 1988 Award for Excellence from the Land and Water Conservation Fund of the National Park Service.

#### Reference:

Ms. Elizabeth Flemings Cambridge Community Development Department Cambridge, MA (617) 498-9034

CAROL R. JOHNSON & ASSOCIATES, INC.-

John Marshall Park Washington, D.C.

Although not sited along a waterfront, John Marshall Park is a good example of an urban park project designed by CRJ&A which features elements interpreting the site's significance. John Marshall Park, located on Pennsylvania Avenue and C Street in Washington, was completed in 1983 for the Pennsylvania Avenue Development Corporation. The park honors America's third Chief Justice of the U.S. Supreme Court. Located in the park are a sundial copied from one in the Richmond garden of John Marshall, who at one time lived where the park now is; and two small fountains with sculptural features commemorating the city spring originally located nearby, from which public water was first piped through the streets of Washington in 1808.

II. Experience in designing and locating simple, clear and effective informational and directional signs for a variety of sites

Cambridge Center at Kendall Square Cambridge, MA (1986)

Cambridge Center is a new mixed-use corporate/commercial complex in the Kendall Square area of Cambridge. Consulting to the Cambridge Redevelopment Authority, CRJ&A was responsible for the design of public streetscape improvements. CRJ&A collaborated with a graphic design firm in the design of regulatory, informational, directional, and corporate identity signs which would reinforce the overall design vocabulary and help to establish project identity.

#### Reference:

Mr. Joseph Tulimieri, Director Cambridge Redevelopment Authority Cambridge, MA (617) 492-6800



General Electric Company
Everett and Medford, MA
(1983)

CRJ&A served as direct consultant to the General Electric Company in a planned program of visual improvements to the company's industrial facilities in Everett and Medford, MA. The design effort focused on GE's desire to enhance the image of each facility by improving the overall character which each imparts to visitors and employees. A program of graphic and landscape improvements was devised to achieve this goal. CRJ&A provided preliminary drawings for layout of signs, design of entry canopies at each plant, and an extensive planting program.

Wellesley College Wellesley, MA

Carol R. Johnson & Associates has designed a complete signage system for Wellesley College. Information kiosks, "you are here" maps, signs indicating major buildings and features, and entry gate signs are included. The designers used the traditional black and gold palette of the college and combined it with a completely new graphic and fabrication system to provide visually attractive signs with a symbolic connection to the College's past. Three of the entry signs are now in place.

### Reference:

Mr. Tony Oteri Assistant Director of the Physical Plant Wellesley College Wellesley, MA (617) 235-0320



III. Specific experience in the design of urban waterfront parks along the Boston harborfront

CRJ&A's experience in designing waterfront parks along Boston Harbor sites dates to 1974, when the firm was commissioned by the City of Boston Public Facilities Department to design a waterfront promenade and other park improvements for North End Park. The firm went on to complete a master plan for park improvements in 1977. In the ensuing years, CRJ&A has been the designer of the Shipyard Quarters Marina and Promenade in the Charlestown Navy Yard (1983); the Harborwalk at Bird Island Flats (Logan International Airport) (1986); Drydock No. 3 Park at the Boston Marine Industrial Park, South Boston, MA (1988); preliminary design for the Lobster Terminal and Park, Piers 3 and 5, East Boston, MA (1988); and Old Harbor Park, the Columbia Point Peninsula, South Boston, MA (In Progress).

IV. A long established, successful working relationship with Boston city agencies, among them the Boston Redevelopment Authority and the DEM

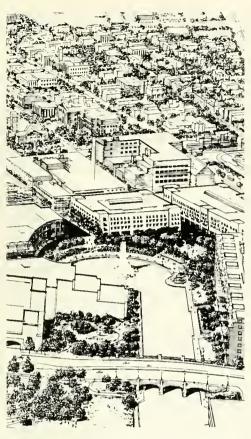
Carol R. Johnson & Associates has consulted directly to such Boston city agencies as the Department of Parks and Recreation, the Public Facilities Department, the Boston Housing Authority, and the Boston Redevelopment Authority.

In 1974, CRJ&A was retained by the BRA to develop a Restoration Master Plan for the Boston Common and Public Garden. In 1976, under the auspices of the BRA, CRJ&A was responsible for site redevelopment and design of the plaza at Dock Square at Faneuil Hall. CRJ&A's design of the boardwalk and recreational amenities along Pier 6 at Shipyard Quarters was coordinated with the BRA and completed in 1983. As landscape design consultant for Harbor Point, the revitalized Columbia Point housing community, CRJ&A also coordinated its work with the BRA.

As part of the Lawrence Riverfront Urban Renewal Project being undertaken under the direction of the DEM, Carol R. Johnson & Associates, Inc. is providing early site preparation design services for the new campus of Emerson College in Lawrence, MA. The work, intended to provide removal of the infringements and site limitations for conventional site development, encompasses design for site preparation/demolition, wetland mitigation and erosion control, a planting plan, and site details.

CAROL R. JOHNSON & ASSOCIATES, INC.-





Lechmere Canal Park is the central organizing feature of major revitalization efforts in the East Cambridge area. As planned by the City of Cambridge, public and private development has been coordinated to reclaim underused land and to transform the deteriorated Lechmere area into a functionally diverse and active urban center. Carol R. Johnson & Associates, Inc., working closely with City agencies and a neighborhood task force, developed the park concept based upon the historical importance of the Lechmere area as a 19th century industrial center. With scale and simplicity as major goals, the original wharves for coastal shipping have been reshaped to create new public access to the riverfront. Surrounded by residential, commercial, and office buildings, the canal edges now accommodate many forms of passive recreation, including promenading, sitting, sunning, and shopping. The character of the design incorporates original late 19th century and early 20th century details, imagery, and artifacts, as well as specially designed site furniture, to evoke a sense of the canal's historic importance. CRI&A developed guidelines for developers and closely supervised the park construction to insure the highest quality. Dedicated in the fall of 1986, Lechmere Canal Park continues to generate private investment and provides a colorful, lively focus for the ongoing revitalization of the Lechmere area.



Lechmere Canal Park Cambridge, MA











Located between the Charles River and Harvard Square, the John Fitzgerald Kennedy Park occupies a prime location in the City of Cambridge. Selected in 1984 by the Metropolitan District Commission as the park designer, Carol R. Johnson & Associates, Inc. worked closely with the M.D.C., members of the Kennedy family, and neighboring land owners to establish an appropriate design solution. Complex site issues such as oil contaminated soils and drainage problems required sophisticated technical solutions. The finished design emphasizes the park's relationship to the

M.D.C.'s Charles River Reservation. A series of gateways, steel picket fences and planting create a soft green space for informal recreation. At each gateway, portals display excerpts from JFK's speeches. The focus of the park is a fountain memorial to President Kennedy, located on axis with a pedestrian link to Harvard Square. The fountain features smooth, transparent sheets of water, falling over polished granite walls. Inscribed in the walls are quotes from a Kennedy speech delivered in Massachusetts.



John F. Kennedy Park Cambridge, MA









The urban design of streetscape elements—pavements, lights, planting, and street furniture—for Cambridge Center, the new mixed-use development in Kendall Square, Cambridge, is by Carol R. Johnson & Associates. Cambridge Center, with two million square feet of office, research, and retail space, a 300-room hotel and garage parking

for 3,000 cars, required a contemporary image. Carol R. Johnson & Associates developed prototypical designs for all streetscape elements and design guidelines to be used along streets and throughout the entire complex.



Cambridge Center/ Kendall Square Cambridge, MA









Conceived by the Massachusetts Port Authority, the Harborwalk at Logan International Airport is a linear park intended as an amenity which will benefit residents of the East Boston-Jeffries Point neighborhood, employees at the new Massachusetts Technology Center, and those involved in the commercial and industrial activity associated with Logan's cargo operations. The final walkway design, as masterplanned by Carol R. Johnson & Associates, Inc. for Massport, provides a mile

long, 15-foot wide path along Boston Harbor for pedestrians and emergency vehicles. It features railings, seating, pavilions, lights, trash receptacles and related site furniture. Along the landscaped pathway are pedestrian plazas which respond to the special features of the buildings in the adjacent development, the new ferry docking area and fire boat location, and the natural surroundings and vistas of Boston's skyline and the harbor.



The Harborwalk at Logan Airport East Boston, MA









John Marshall Park is the third major park in the Pennsylvania Avenue Development Corporation's public improvement plan for the Avenue. The park site, once occupied by the home of Chief Justice John Marshall, is located between Pennsylvania Avenue and C Street across from the National Gallery's East Wing.

Designed by Carol R. Johnson & Associates, Inc., the park includes three distinct areas—an upper bosque, a lower bosque, and a central garden. The bosques are paved plazas which feature tables, benches, and walls for sitting.

The edges are planted with a variety of shade and ornamental trees and shrubs. The central garden area is distinguished by grass terraces and varied plantings. Ramps provide easy access to C Street, the Court House, and the Canadian Chancellery.

Throughout the park, the design maintains the important central axial vista to Washington's Old City Hall on Fourth Street. Other design elements include bronze sculptural figures, fountains, inscriptions, and a replica of John Marshall's garden sundial.



John Marshall Park Washington, D.C.









Shipyard Quarters is a multi-million dollar development comprising both new construction and rehabilitation of historic piers and waterfront buildings in the former Charlestown Navy Yard. Carol R. Johnson & Associates, Inc. designed the public harborwalk promenade and the amenities along Pier 6, which extends 650 feet into Boston Harbor. The pier gives access to 150 marina slips through gates designed by Carol R. Johnson

& Associates, along with other amenities such as viewing platforms, seating, sun canopies, railings, decking, planting, and night lighting.

CRJ&A also designed site improvements along Pier 7, the site of new luxury condominiums. New planting, site furniture, and special features such as paving, railings, dodging, architectural trellises and vine planting are featured.



Shipyard Condominiums and Piers Charlestown, MA



List of Key Personnel Coordination.

Richard Danforth will coordinate between Johnson/ Hehr Associates Inc, Carol R. Johnson and Associates, Inc., and Boston Redevelopment Authority.

Photography of existing conditions, mapping and site studies.

Carol R. Johnson and Associates, Inc. and Richard Danforth

Graphic design including logo.
Johnson/Hehr Associates Inc. personnel:
David I. Johnson
Clifford N. Hehr
Anne Casady
Kevin Opp

Structural Design.
Carol R. Johnson and Associates, Inc.
David I. Johnson
Kevin Opp
Homer Schopf

Last of Key

Coordination.

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Hahr Associates Inc. Larol R. Johnson and Associates.

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Smapld design invitates logo.
Johnson Renr Asseciate In personal
Clifford N. Johnson
Anne Cacady
Love Copp

Carol E. Johnson and Asserlates, Inc., Navil Opp.

David I. Johnson

Pratt Institute. George Washington University

President, Hadley Exhibits Inc., since 1959
Partner, Johnson/Hehr Associates Inc., since 1969
President, Johnson & Hehr Inc., 1966-1969
Design Director, Design & Production Inc., 1951-1959
Designer, Remington Rand, 1950-1951
Engineer Draftsman, District of Columbia Highway
Dept., 1947-1950

A designer since 1950, David Johnson has worked on many design projects for American government agencies in Washington, Albany and Buffalo. He has worked with the Chinese and Saudi Arabian governments and with many major corporations. In 1955, he designed and installed the United States exhibit at the first International convention for the Peaceful Uses of Atomic Energy in Geneva, Switzerland. Later Mr. Johnson supervised the design and installation of 52 exhibits for the National Science Foundation at the Brussels World's Fair. In 1964 he designed exhibits for the Christian Science Pavilion at the New York World's Fair. He coordinated the interior of the building with its architect, Edward Durell Stone.

Since 1966 he has been involved with various signage projects along with exhibits, visitors' centers and museums. He supervised the design of a graphics and signage system for the State University at Albany.

He has been a sailor for over forty years and has a very strong interest in waterfronts, from the Great Lakes, up and down the east and west coasts of this country and most especially Europe. He enjoys frequent visits to Boston and has long been an admirer of what has been accomplished on its waterfront.

If our team is selected, he is looking forward to having a close relationship to the project.



Clifford N. Hehr

Art Institute of Buffalo, University of Buffalo

Partner, Johnson/Hehr Associates, Inc., since 1969 Vice President, Johnson & Hehr Inc., 1966-1969 Art Director/Designer, Wm. J. Keller Inc., 1950-1966

As graphic designer with a printing company, Clifford Hehr worked on a variety of assignments. He was responsible for recruitment and promotional literature for a large number of universities in the northeast and midwest, as well as collateral material for corporate clients including annual reports, facility brochures, and stationery. Since 1966, he has been involved in almost all of the major exhibit projects Johnson/Hehr Associates has participated in, with particular emphasis on their graphic aspects. Mr. Hehr is presently involved with the New York State Urban Cultural Parks exhibit and signage and oversees graphic design on National Park projects. He has designed a good many logos. His work has won many awards and has appeared in Graphis and CA design magazines. Mr. Hehr will serve as project director for the Boston Harborwalk program.



Richard S. Danforth

Dartmouth College, BA; University of Pennsylvania MCP

City Planner-Salinas, San Leandro and Fremont, CA. 1960-64

Consultant-Russell Bailey Associates, Utica, N.Y. 1964-65

Deputy Commissioner of Development-City of Buffalo 1965-68

Project Developer - New York UDC - Albany, N.Y.
1969-70

Coordinator to Mayor Frank Sedita - Buffalo, N.Y. 1970-72

Deputy Commissioner of Community Development 1972-77

Executive Director Clackamas County C.D. - Oregon 1978-1981

Director of Regional Planning Division RAPA-Reno, Nevada 1981-83

Director of Community Development - Chelsea, MA 1983-85

Consultant-Carol Thomas Associates - Boston, MA

Executive Director S.R.P.C. - Dover, NH
1986-87

Mr. Danforth has had more than 25 years of direct handson experience in dealing with water edge projects both
as a planner and as responsible project director. Master
planning responsibilities include City of Fremont,
California Master Plan including a 19 mile treatment plan
for the San Francisco Bay frontage, a plan on the reuse
of the Erie Canal and Mohawk River frontage in the
villages of Mohawk and Ilion, New York. It includes the
adoption and overall project development of the Buffalo
Waterfront and related Lake Erie and Niagara River and
Buffalo River frontage. It includes consultant selection
and supervision of the Erie Mall connecting downtown
Buffalo with the Buffalo Harbor via a pedestrian way.

Mr. Danforth supervised the planning and implementation of the waterfront master plans under Urban Renewal for the reuse of Erie Basin and the creation of a 285-boat marina plus the first phase of the riverwalk project for the City of Buffalo.



This concept was expanded to include all of the Erie County lake frontage in Buffalo, Tonawanda and Hamburg. It includes the ties to Olmsted Parks via a bikeway-pedestrian way system along parkways, a specific sign segmented plan for use of Federal DOT funds for building, walkway/bikeway along the Niagara River and Lake Erie breakwalls using parks, and construction of new pedestrian access across public and private properties to create a continuously linked series of signed and usable pedestrian-bikeways adjacent to the river and lake edges in Buffalo and adjacent towns.

Mr. Danforth has also been a major player in the redevelopment of Admirals Hill in Chelsea, Massachusetts where he helped plan the marina and, in conjunction with Carol Thomas, a master plan for the Chelsea River, across from the future East Boston Riverwalk, along the Chelsea River.

Mr. Danforth has had a life long fascination with harbors and water frontage and has professionally been involved in the reuse and opening of waterfront areas for public use. Mr. Danforth presently resides in New Hampshire and has housing available in Jamaica Plain for intensive on-site and citizen participation assignments.

Mr. Danforth will serve as project coordinator on the Boston Harborwalk signage program.



Ann Casady recently joined Johnson/Hehr Associates as a graphic designer. She relocated to Buffalo from Cambridge, where she was an Associate and Art Director with Gill Fishman Associates for over 7 years. While at GFA, Ms. Casady was project director and coordinator for numerous award winning graphic design, and signage programs. Clients included Index Technology Corporation, Peabody and Brown, Boston Stock Exchange, Art Museum Association of America, Harvard University, MBTA Alewife Station, Design Management Institute, Combined Jewish Philanthropies.

Prior to GFA, Ms. Casady was Art Director for the Production Test Division of GenRad; previous to this she was graphic designer for Harvard University Office of the Publisher.

Ms. Casady is a 1977 graduate of the University of Illinois.

Key Project

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Prior to CPA, No. Commany was Art Director, for the production Test Sixtaics of Countries or Line and the case propolic designed for Harrand University Constant of the rootlands.

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HARBORWALK - PHASE 1 SIGNAGE SYSTEM Boston, Massachusetts

Key Project Personnel

Carol R. Johnson will serve as principal in charge of the landscape design component of the Harborwalk signage effort. For almost 30 years, Ms. Johnson has taken responsible charge of all firm projects. Her typical areas of concern relate to urban landscape revitalization, open space planning and design, campus landscape master planning, and public housing site revitalization. Ms. Johnson has worked with the BRA, and with other city agencies and neighborhood groups. She has overseen the design of Old Harbor Park, as well as landscape improvements at the Harbor Point housing community. She served as principal in charge of the new John F. Kennedy Park along Memorial Drive in Cambridge; and John Marshall Park in Washington, D.C.

J. William Taylor, an Associate Vice President at CRJ&A, will serve as Project Director. Bill Taylor has been project director for design, implementation, and coordination of Lechmere Canal Park in East Cambridge, and was project director for Shipyard Quarters Marina and Promenade in the Charlestown Navy Yard. He is currently overseeing construction of the CRJ&A designed Charter Oak Park, a new park being built along the Connecticut River in downtown Hartford, CT.

Mr. Taylor has worked in collaboration with the BRA urban design and landscape architectural staff in designs for four projects in the Charlestown Navy Yard and two projects for Burrough's Wharf, including signage, site furniture, paving, and lighting along Boston's waterfront. At Lechmere Canal, Mr. Taylor developed a system for historic interpretation graphics using etched acrylic panels and natural light to present to visitors views from the site as they appeared in an earlier time, along with historic information. At the Charter Oak Park project, Mr. Taylor is working with Hartford's Riverfront Recapture, Inc. to develop design standards for signage, interpretive features, and public art along the proposed riverfront park.



Description of Project Approach

Richard Danforth will coordinate the team of Johnson/Hehr Associates Inc. and Carol R. Johnson & Associates, Inc. with the Boston Redevelopment Authority on a day-to-day basis.

A detailed photo inventory via slides and a map of existing conditions will be made, including existing materials, signage, open spaces, vistas, as well as focal points, linkages with transit, the Olmsted park system, water edges, existing pedestrian systems such as the Freedom Trail, and other significant pedestrian access points. This material will be mapped and analyzed.

J/HA and CRJ & A, working closely together will develop studies concerning the image of Harborwalk, the needs of pedestrians, and the need for informational guidance in public spaces and historic places along Harborwalk.

Under the direction of J/HA, CRJ & A will develop a preliminary signage location plan. Problems of conflicts with other signage, private property, and other uses will be studied. Alternative solutions will be prepared. After client reviews and revisions, a final location plan will be prepared.

The team approach will utilize each member's special expertise in a coordinated fashion designed to encourage and promote individual creativity within a concept.

In the implementation phase, CRJ & A will provide advice on design of necessary site work where the signs will be installed.

The design concepts will be developed for teamwide and authority reviews as appropriate. Mr. Danforth will handle the interfacing with the authority, the city, neighborhood groups and other private interests using his many years of citizen and agency participation experience.

Once the design has evolved and been approved, we will develop a bid package that will contain working drawings and written specifications. These drawings will consist of construction details approved by a professional engineer.

We will be available to supervise the production and installation of the approved signage.  $\label{eq:continuous} % \begin{subarray}{ll} \end{supervise} % \begin{supervise} \end{supervise} % \begin{supervi$ 





## Estimated Completion Schedule

- 1) Within two weeks of a signed contract:
  - a) Meeting with client to better understand problem
  - b) Review of site by design team
- 2) Within four weeks of client meeting:
  - a) Photographic survey of existing conditions and key to a map
  - b) Review by R. Danforth with Boston Redevelopment Authority (BRA) to be sure areas deemed important to BRA have not been missed
- 3) Within four weeks of approval of photos and map:
  - a) Development of preliminary designs for logo
  - b) Development of preliminary approaches to attain the Design Goals as set forth in your RFO
  - c) Presentation to BRA and review
- 4) Within four weeks of preliminary design approval:
  - a) Development of final designs of logo
  - b) Presentation to BRA
- 5) Within four weeks of approval of logo design:
  - a) Development of signage in detail
  - b) Presentation to BRA and review
- 6) Within six weeks after design approval:
  - a) Compilation of a bid package including method of construction and construction specifications
  - b) Production of final map with signage locations
  - c) Production of a set of presentation quality boards or program for use in display or informational sessions
- 7) Mr. Danforth will be available to make public presentations.
- 8) With reasonable notice we will be available to supervise production and installation.



Ability to Complete Expeditiously the Proposed Scope of Services Johnson/Hehr Associates Inc has been in business for 22 years; Carol R. Johnson & Associates, Inc. have been in business for 29 years.

Neither company could have survived in the competitive atmosphere they work in if they were not able to perform. Given the proper information to work with and approvals in a reasonable amount of time, six months seems to be sufficient. Both companines have adequate staff to do the job.

Ablish to Council to Proposed Store of Store of

Johnson/Hebr Associates for the heat in Lusiness for 25 years, Carol II. Aulinson a Associates, Inc. nave Nest in Guzanom, for 29 years,

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Ability to Work with Public Agencies

Richard Danforth has over 25 years of experience working directly for government agencies.

Carol R. Johnson & Associates, Inc. has many years of experience working for government agencies in the Boston area. Johnson/Hehr Associates has worked for many New York State agencies including the Power Authority, The Bicentennial Commission, The New York State Museum, and the Department of Parks, Recreation & Historic Preservation.

Johnson/Hehr Associates has designed a visitor center and signage at a National Forest location. Through its sister company, Hadley Exhibits Inc., Johnson/Hehr Associates has designed signage and a visitor center for the National Park Service.

For eight years prior to coming to Buffalo in 1959, David Johnson designed for many federal government agencies in Washington, including: AEC, Agriculture, Interiors, HE&W, NIH, Commerce and the Smithsonian Institution.

Locally we have worked for city and county governments.



Compliance with Affirmative Action Program Requirements

The combined teams of Johnson/Hehr Associates Inc. and Carol R. Johnson & Associates. Inc. operate under the guidelines of affirmative action. The firms' policies provide assurance that no person will be discriminated against or be denied the benefits of any activity, program, or employment process receiving public funds, in whole or in part, in the areas of recruiting, advertising, hiring, upgrading, promoting, transferring, demoting, lay-offs, terminations, rehiring, employment and/or rates of pay and other compensations. Further, assurance is given that the firms will not discriminate against any person on the grounds of race, color, creed, religious belief, national origin, ancestry, marital status, physical disability or blindness, criminal record, mental disorder, age and/ or sex except where sex is a bona fide occupational qualification.

This policy and practice applies to all persons, particularly those that are members of the protected classes identified as being Blacks, Hispanics, Asian Americans, American Indians, Women, and the Handicapped.

Fear Present Firm  3. Date riet  1987  January 3, 1989  Specify type of ownership and check below, if applicable	Corporation	Sinall Business Small Disadvantagod Business Woman-owned Business	ar(s) Established:			7a. Total Personnel 9				6. Graphic Designers	Ranges of Professional Services Fees Mark x 1 Less than \$100,000 2 \$100,000 to \$250,000 3 \$250,000 to \$1 million 4 \$500,000 to \$1 million 5 \$1 million to \$2 million 6 \$2 million to \$2 million 7 \$5 million to \$1 million 8 \$10 million to \$2 million 8 \$10 million or greater
tes Inc		☐ Branch or Subsidiary Office C.	5a. Former Parent Company Name(s), if any, and Year(s) Established:	Johnson Hehr Inc (1966) Johnson Hehr Nehin Inc (1969)	st. Title / Telephone 116-873-8166) 116-873-8166)	sonnel Each Office			y primary function )	Electrical Engineers Oceanographers Estimators Planners: Urban/Regional Geologists Sanitary Engineers Hydrologists Specification Writers Landscape Architects Structural Engineers Mechanical Engineers Transportation Engineers	Last 5 Years (most recent year first)  19 87 19 86 19 85 19 84 19 83  3 4 4 4 4 4 3  xprimence, check here: 11
(C)	1950 Elmwood Avenue Buffalo, New York 14207	ta. Submittal is for \{\forall \} Parent Company	5 Name of Parent Company, if any:		Namos of not more than Two Principals to Contact. Title / David I. Johnson, Vice President (716-873 Clifford N. Hehr, Vice President (716-873	Present Offices: City / State / Telephone / No Personnel Each Office	mwood Avenue , New York 14207	-8166	Personnel by Discipline: (List each person only once, by primary	Electrical Engineers  Estimators  Geologists  Is  Inderes  Inspectors  Landscape Architec  Mechanical Engineers  Mining Engineers	9 Summary of Professional Services Fees Received: (Insert index rumber)  19 87  Direct Federal contract work, including overseas  All other domestic work  All other foreign work*  *Firms interested in foreign work, but without such expenence
STANDARD FORM (SF)	254	Architect Engineer and Related Sorvices Onestionnalie	5 Name of Parer		6. Namos of not 1) David I. 2) Clifford	7 Present Office	1950 Elmwood Buffalo, New	716-873-8166	8 Personnel by [	2 Administrative Architects Chemical Engineers Civil Engineers Construction Inspectors Draftsmen Ecologists Economists	9 Summary of Professi Received: (Insert ind Direct Federal contract All other doinestic work All other foreign work*



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202	۵	8 Scott's Restaurant S Buffalom, New York	Signage	Scott's Restaurant Buffalo, New York	10	1988
203	D.	9 Ericsson Trade Show various cities in the	Show Exhibits in the United States	Ericsson Inc. Richardson, Texas	806	1986
090	Λſ	10 NYPA Indian Point Vi signage Ossing, Ne	Visitor Center and New York	New York Power Authority New York, New York	350	1988
202	Д	11 Marine Midland Bank Buffaalo, New York	signage	Marine Midland Bank Buffalo, New York	30	1985
090	Vt	12 Begich Boggs Visitor Center Portage Glacier, Alaska	ır Center aska	U.S.D.A. Washington D.C.	240	1986
041	Q.	13 Basil Corporate Ide brochures Buffalo,	rate Identity and Buffalo, New York	Basil Chevrolet Buffalo, New York	, 14	1983
203		14 Jim Beam Visitor Cent Brochures, packaging	Center Exhibit sing Clermont, KY	Jim Beam	. 170	1983
041	Δ,	15 Maguire Corporate s Buffalo, New York	signage	Maguire Advertising Buffalo, New York	77	1986
090	O	16 Niagara Falls Visitor C Niagara Falls, New York	Visitor Center New York	Cannon Design Grand Island, New York	2,000	1984
202	Q,	17 Marine Midland Signage Buffalo, New York	nage	Marine Midland Bank Buffalo, New York	75	1984
090	Λſ	18 Shiloh National Mil Shiloh, IN	Military Park	National park Service Washington, D.C.	106	1989
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001 Acoustics; Noise Abatement		_
002 Agricultural Parallementy		089 Rehabilitation (Buildings; Structures;
003 Agricultural Development, Grain Storage, Farm Mechanization	Parking Lots	nacinitas) 090 Resource Recovery: Recycling
		_
005 Airports; Navaids; Airport Lighting;	_	092 Rivers; Canals; Waterways, Flood
Aircraft Fueling	050 Housing (Residential, Multi-Family;	Control 003 Salata Engineering: Accident Studies:
	Apartments; Condominiums) 051 Hydraulics & Poeumatics	OSS Studies OSHA Studies
		094 Security Systems; Intruder & Smoke
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	055 Irrigation; Uramage 057 Indicial and Condroom Excilities	097 Soils & Geoboic Studies: Foundations
_		098 Solar Energy Utilization
015 Codes; Standards; Ordinances		100 Special Environments; Clean Rooms,
	Libraries; Museums; Galleries	
Choosing Conters		101 Structural Design; Special Structures
018 Communications Systems; TV;	062 Lighting (Exteriors; Streets; Memorials; Athletic Fields Ftc.)	
	063 Materials Handling Systems: Conveyors:	103 Swimming Pools
019 Computer Facilities; Computer Service		
020 Conservation and Resource	064 Metallurgy	
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021 Construction Management		
	067 Mining & Mineralogy	10/ Treffic & Transportation Engineering
023 Cost Estimation		
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	070 Naval Architecture: Off-Shore Platforms	110 Urban Renewals: Community
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	Distribution)	115 Water Supply, Treatment and Distribution
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	082 Postal Facilities	205
038 Forestry & Forest Products 039 Garanes: Vehicle Maintenance Facilities:	083 Power Generation, Transmission,	
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041 Graphic Design		



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STANDARD FORM (SF)	1. Project Name / Location for which Firm is Filing:	2a. Commerce Business Deliy Announcement Date, If any:	2b. Agency Identification Number, if any:
255 Architect-Engineer Related Services	Harborwalk - Phase 1 Signage System	-	*,
for Specific Project	38.	3a. Name, Title & Telephone Number of Principal to Contact	al to Contact
3. Firm (or Joint-N	sates Inc	David I. Johnson - Vice President 716-873-8166	President
196	Avenue		f mollow 3
Bu.		3b. Address of office to perform work, if different from terms	
4. Personnel by l	4. Personnet by Discipline: (List each person only once, by primary function.)	Oceanographers	6 Graphic Designers
2 Administrative Architects	Estimators Estimators	Planners: Urban/Regional Sanitary Engineers	
Chemical Engineers Civil Engineers Construction Inspec	Chemical Engineers Civil Engineers Civil Engineers Construction Inspectors	Soils Engineers Specification Writers Structural Engineers	
Draftsmen Ecologists	Mechanical Engineers Mining Engineers	Surveyors Transportation Engineers	9 Total Personnel
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for each firm: (Attach SF 254 for each if not on file with Procu



this project.	. Name & Title: Clifford N. Hehr Vice President	<pre>b. Project Assignment:     Project Director</pre>	ssociates	d. Years experience: With This Firm _20 With Other Firms _10	f. Active Registration: Year First Registered/Discipline	g. Other Experience and Qualifications relevant to the proposed project:  Clifford Hehr will serve as Project Director of the graphic design effort, including the design of a logo. He has been involved in most of the company's signage and corporate identity projects. He designed the symbol for New York States' Bicentennial among others. He has also been involved in the designs of many exhibits.	STANDARD FORM 265 (Rev. 10-83)
7. Brief resume of key persons, specialists, and individual consultants anticipated for this project.	a. Name & Title: David I. Johnson Vice President	b. Project Assignment: Principal - In - Charge	c. Name of Firm whith which associated: Johnson /Hehr Associates Inc	d. Years experience: With This Firm20 With Other Firms_19  e. Education: Degree(s) / Year / Specialization  Pratt Institute, 1950 Certificate Graphic Design George Washington Univ.	f. Active Registration: Year First Registered/Discipline	g. Other Experience and Qualifications relevant to the proposed project:  David I. Johnson will serve as principal in charge of the signage design component of this effort. In addition to being an experienced designer he is the President of Hadley Exhibit Inc and brings knowledge of construction techniques to the team. He has supervised the design and construction of many signs and exhibits over the last 39 years, including New York States' Bicentennial exhibit.	



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8. Work by firm joint-venture months			Completion	e. Estimated Cost (in thousands)	(in thousands)	,
		Address Name & Address	Date (actual or estimated)		Work for which Firm was/is responsible	
a Project Name & Location	b. Nature of Firm's Responsibility	c. Project Carro		L	C	
(1) Urban Cultural Parks	Design exhibits,		1989	485		
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(2) New York Power Authority Niagara Falls Visitor Ctr.	Master plan for exhibitry	Susan Gessner New York Power Authority New York, New York				
(3) Steamtown	Design signage and interpretive exhibi	. Doug	1988	70	16	
National Historic Scranton, PA		grop D	1987	450	58	
(4) New York Power Authority Nine Mile Point Visitor Ctr	Detail Exhibits Design signage	New York Power Authority New York, New York				
Oswego, New York  (5) Willox Mansion	Design interpretive	Barbara Brandt Buffalo, New York	1990	30	ω	
Theodore Roosevelt Historic Site Buffalo, NY	CATOTICA		1989	200	04	
(6) Grand Island Visitor Center	Design signage and interpret ive exhibi	t S				
Buffalo, New lora		1			:	
(7) Levy King & White	Design signage for	Levy King and White Buffalo, New York	1986	55		
Buffalo, New York	GINGE GITCIN IBANE		780,	<u>ل</u>		
(8) Maguire Advertising	Design signage for	Maguire Advertising Buffalo, New York	006-			T
Buffalo, New York				,	^	
(9) Scott's Restaurant	Design logo and	Scott's Restaurant Buffalo, New York	1988	0	3	
Buffalo, New York	Sıgnage	-	1986	908	115	
(10) Ericsson Inc	Design several trade	Ericsson Inc Richardson, Texas		(Bev 10-8)	266 (Rev. 10-83)	7
. Various exhibits	year			STANDARD FOR		
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national Military Detailing interpretive National Park Service 90% exhibits  To Site exhibits interpretive National Park Service 90% washington, D.C.  Washington, D.C.	a. Project Name & Location	b. Nature of Firm's Responsibility	c. Agency (Responsible Office) Name & Address	d. Percent complete	Entire Project	Work for which firm is responsible
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	Johnstown Flood Historic Site Johnstown, PA	Detailing interpretive exhibits	National Park Service Washington, D.C.	%06	99	m
STANDARD FORM 235 PH						
					STANDARD FORM 255	(Hev 10-63)



	in capabilities) supporting your firm's qualification	
ion of reaching	ion of resources (including any computer design	
Use this space to provide any additional information or described	for the proposed project.	

David I. Johnson. Vice President

11. The foregoing is a statement of facts.

Signature:

**Date**:<sub>1-3-89</sub>

STANDARD FORM 255 [Rev. 10 63]

ALTER CONTRACTOR MENTER INFINE THOUSE

Typed Name and Title:



-	2a. Commerce Business 2b. Agency Identification Dally Announcement Number, if any: Date, if any: HPD3/02.RPT 112888/1	3a. Name, Title & Telephone Number of Principal to Contact	(Ms.) Carol R. Johnson, President (617) 868-6115	3b. Address of office to perform work, if different from Item 3	Electrical Engineers Oceanographers Planners: Urban/Regional
	1. Project Name / Location for which Firm is HARBORWALK - PHASE 1 SIGNAGE SYSTEM	Project  Project  Project  Address	CAROL R. JOHNSON & ASSOCIATES, INC. 1100 Massachusetts Avenue		
	STANDARD FORM (SF)  255  Architect-Engineer Related Services for Specific	Project	CAROL R. JOHNSON & AS 1100 Massachusetts As Cambridge MA 02138		4. Personnel by Discipline:

\*Also a Registered Landscape Architect 5. If submittal is by Joint-Venture list participating firms and outline specific areas of responsibility (including administrative, technical and financial) for each firm: (Attach SF 254 for each if not on file with Procuring Office.)

35 Total Personnel

Transportation Engineers

Surveyors

Mechanical Engineers 27\_ Landscape Architects

- Mining Engineers

Interior Designers

Construction Inspectors

Economists **Ecologists Draftsmen** 

Chemical Engineers Civil Engineers

Hydrologists

Geologists

Specification Writers \* Structural Engineers

Soils Engineers

2

□ yes

5a. Has this Joint-Venture previously worked together?



a. Name & Title: CAROL R. JOHNSON, PRESIDENT	a. Name & Title: J. WILLIAM TAYLOR, ASSOCIATE VICE PRESIDENT
b. Project Assignment: PRINCIPAL-IN-CHARGE	b. Project Assignment: PROJECT DIRECTOR
c. Name of Firm with which associated: CAROL R. JOHNSON & ASSOCIATES, INC.	c. Name of Firm with which associated: CAROL R. JOHNSON & ASSOCIATES, INC.
d. Years experience: With This Firm 29 With Other Firms 2.5	d. Years experience: With This Firm 12 With Other Firms 4
	e. Education: Degree(s)/Years/Specialization Harvard University, Masters, 1974, Landscape Architecture North Carolina State University, Bachelors, 1968, Landscape Architecture
f. Active Registration: Year First Registered/Discipline 1964-Landscape Architecture-New York, Connecticut, Massa- chusetts, Maine, Ohio, Rhode Island, Virginia, New Jersey	f. Active Registration: Year First Registered/Discipline 1980-Landscape Architecture-Massachusetts
g. Other Experience and Qualifications relevant to the proposed project:  Carol R. Johnson will serve as principal in charge of the landscape design component of the Harborwalk signage effort. For almost 30 years, Ms. Johnson has taken overall responsibility for all firm projects. Her typical areas of concern relate to urban landscape revitalization, open space planning and design, campus landscape master planning, and public housing site revitalization. Ms. Johnson has worked with the DEM, the BRA, and with other City of Boston agencies and neighborhood groups. She has overseen the design of old Harbor Park, the Harborwalk at Logan Airport, and landscape improvements at the Harbor Point housing community. She served as principal in charge of the new John F. Kennedy Park in Cambridge. She continues	g. Other Experience and Qualifications relevant to the proposed project:  Bill Taylor, an Associate Vice President at CRJ&A, will serve as Project Director of the Harborwalk Signage landscape design effort. Mr. Taylor is currently directing early site preparation design for the new campus of Emerson College in Lawrence, MA, which is part of the Riverfront Urban Renewal Program under the auspices of Riverfront Urban Renewal Program under the auspices of project coordinator for the Lechmere Canal Park, in East Cambridge, MA; and for the Shipyard Quarters Marina and Promenade in Charlestown, MA. He also directed the design of wharf improvements for Burroughs Wharf, a new luxury condominium development on Boston Harbor; and for Pier 7 Condominiums at the former Charlestown Navy Yard. He is currently directing site development for Charter Oak Park, a new riverfront park along the Connecticut
at Wellesley college, including a campus signage system.	River being built in downtown Hartford, CI.
	Standard Form 255 July 1975



8. Work by firm or joint-venture member	rs which best illustrates current qu	8. Work by firm or joint-venture members which best illustrates current qualifications relevant to this project (list not more than 10 projects).	t more than 10 p	orojects).	)
			d. Completion	d. Completion e. Estimated Cost (in thousands)	(in thousands)
a. Project Name & Location	b. Nature of Firm's Responsibility	b. Nature of Firm's Responsibility c. Project Owner's Name & Address	Date (actual or estimated)	Entire Project	Work for which Firm was/is responsible
(1) BAKER CHOCOLATE MILLS	Historic mill/housing	Mr. David Salomon			

8. Work by firm or joint-venture members which best illustrates curre	best illustrates current qualifications relevant to this project (list not more than 10 projects).	not more than 10	projects).	
		d. Completion	d. Completion e. Estimated Cost (in thousands)	
		Date	Work for which	غ

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ualifications relevant to this project (list not more than 10 p	more man 10	projects).

\$5,700

\$5,700

1990

Corcoran, Jennison & Co.

Quincy, MA

Mr. Jack Donovan

Ms. Elizabeth Flemings Community Development

\$6,200

\$6,200

1987

\$1,200

\$3,500

1985

Dept. of Environmental Mgmt.

development for harbor-

Landscape design and

(4) HERITAGE STATE PARK

Lynn, MA

front DEM state park.

Boston, MA

Christopher M. Greene

Cambridge, MA

park, related street-

scape improvements.

Design of waterfront

(3) LECHMERE CANAL PARK

South Boston, MA

(2) OLD HARBOR PARK Columbia Point East Cambridge, MA

\$1,600

\$40,000

1990

Related Companies Northeast

Boston, MA

Heritage State Park site conversion site design;

Dorchester Lower Mills,

MA

Master Plan, design and

implementation for narborfront park. 009

\$2,000

1982

Developer's Representative

Canton, MA

Mr. Arnold Haight

Design of harborfront promenade and recrea-

(5) SHIPYARD QUARTERS MARINA

\$3,100

\$3,100

1983

Pennsylvania Avenue Develop-

\$1,800

\$1,800

1989

Riverfront Recapture, Inc.

Hartford, CT

Kim Abbinett

Design of 11,000 s.f.

park adjacent to Dry

Boston Marine Industrial

Park, Boston, MA

(8) DRY DOCK NO. 3 PARK

Dock No. 3 at BMIP.

E.D.I.C.

Boston, MA

Ellen Miller-Wolfe

. Washington, D.C. ment Corporation

elements of historic site

featuring interpretive

Design of urban park

(6) JOHN MARSHALL PARK

Charlestown, MA

AND PROMENADE

Washington, D.C.

tional piers.

Design of 9-acre river-

(7) CHARTER, OAK PARK

Hartford, CT

front park emphasizing

passive recreation.

230

230

1989

\$2,400

\$2,400

1990

Stopfel/Miller Associates

Boston, MA

Tom Miller

Early site preparation design for new campus.

(10) EMERSON COLLEGE

·Lawrence, MA

STANDARD FORM PER (Row 10 R3)

\$2,500

\$2,500

1987

Metropolitan Dist. Comm'n.

Boston, MA

Comm. William Geary

Design of urban park memoralizing John F.

(9) JOHN F. KENNEDY PARK

Cambridge, MA

Kennedy.



9. All work by firms or joint-venture members currently being performed directly for Federal agencies.	mbers currently being performed direci	lly for Federal agencies.			
				e. Estimated Cost (In Thousands)	it (In Thousands)
a. Project Name & Location	b. Nature of Firm's Responsibility	c. Agency (Responsible Office) Name & Address	d. Percent complete	Entire Project	Work for which firm Is responsible
Veterans Administration Medical Center Boston, MA	Parking Lot Expansion and Upgrading	Jim Boaz, Engineer Services V.A.M.C. South Huntington Avenue Boston, MA	100% Design	\$ 180	\$ 180
		-			
	·				
				STANDARD FORM 255 (Rev. 10-83)	(Rev. 10-83)



to public and private sector clients. Its current staff numbers 34, including 28 landscape architects, and offers inventories, to site master planning, open space and recreation planning and design, urban waterfront restoration, Since 1959, Carol R. Johnson & Associates, Inc. has provided services in landscape architecture and site planning in-house a full range of planning and design services, from land use planning, site analysis, and resource cost estimating, construction documents, specifications, and site supervision.

Johnson a signage system for the Harborwalk, Carol R. As consulting landscape architects for the design of Associates, Inc. can bring to the project effort:

- Experience in the design of urban waterfront edges, and the location of signage and interpretive elements in such environments;
- Experience in designing and locating simple, clear and effective informational and directional signs for a wide
  - Experience in the design of urban waterfront parks along the Boston harborfront;
- A long established, successful working relationship with Boston city agencies and the DEM;
- An established reputation for quality landscape design, evidenced by the firm's long history of award-winning projects:
  - reputation for careful project management focuses on review of design options with the client, ongoing cost An outstanding record of sound administrative performance and an ability to coordinate dependably. This evaluations, and constant maintenance of project schedules.

marital status, physical disability or blindness, criminal record, mental disorder, and and/or seg except where sex The firm operates under an established affirmative action program which assures that no person will be discriminated against or be denied the benefits of any activity, on the grounds of race, color, creed, religious belief, national origin, ancestry, Carol R. Johnson & Associates, Inc. is a certified woman-owned small business enterprise. is a bona fide occupational qualification.

11. The foregoing is a statement of facts.

Typed Name and Title: Carol R. Johnson, President

Date:

December 27, 1988

Standard Form 255 July 1975 Prescribed By QSA Fed. Proc. Reg. (41 CFR) 1-18 800

Signature:



1 9 Year Present Firm 1 3 1 Figurated. 1	Established: March	4. Type of Ownership: Corporation 4a. Minorlty Owned ⊠ yes □ no (WBE) DUNS # 05-599-1608	(19			7a. Total Personnel	9.	2. \$100,000 to \$250,000 3. \$250,000 to \$50,000 4. \$500,000 to \$1 million 5. \$1 million to \$2 million 6. \$2 million to \$50 million 7. \$5 million of greater	Standard Form 254 July 1975 Prascribled By GSA Fed. Proc. Reg. (41 CFR) 1-19 800
	ress: ASSOCIATES, INC.	ne npany ☐ Branch Office	5a. Former Firm Name(s), if any, and Year(s) Established: Carol R. Johnson, Landscape Architect (19 Carol R. Johnson & Associates (1970-1975)	/ Telephone	(617) 868-6115 (617) 868-6115	Electrical Engineers Estimators Geologists Hydrologists Landscape Architects Mechanical Engineers Mechanical Engineers Mechanical Engineers Mechanical Engineers Mechanical Engineers Mining Engineers	Last 5 Years (most recent year first)	87 19 86 19 85 19 84 19 83 15 5 5 5 5 5 6 7 6 19 83 6 19 85 19 84 19 83 15 19 84 19 83 15 19 84 19 83 15 19 84 19 83 15 19 84 19 83 15 19 19 19 19 19 19 19 19 19 19 19 19 19	
	STANDARD  1. Firm Name / Business Address: CAROL R. JOHNSON & ASSOC	Cambridge, MA 02138 Architect-Engineer 1a. Submittal is for IM Parent Company	Сотраг	6. Names of not more than Two Principals to Contact: Title / Telephone	1) Carol R. Johnson, President 2) Thomas W. Kirvan, Vice President	City/State/Telephone/No.P.  Chusetts Avenue  Massachusetts 02138  liscipline:  We  Igineers  In Inspectors  28	es Fees	===:	Firms interested in total graves, see the second se



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Experience Profile Code Numbers	-	083 Power Generation, Transmission,
for use with questions 10 and 11	Ode Marbors, Jemes, Frers, July Terrinral Facilities	O84 Prisons & Correctional Facilities
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003 Agricultural Development; Grain		
OO4 Air Pollution Control	U46 Highways; Streets, Airlieid Paving; Parking Lots	USB Recreation Facilities (Parks, Marinas,
	047 Historical Preservation	089 Rehabilitation (Buildings; Structures;
-	_	
006 Airports; Terminals & Hangars; Freignt	_	
nanding 007 Arctic Facilities	050 Housing (Hesidential, Multi-Family;	091 Hadio Frequency Systems & Shieldings
-	051 Hydraulics & Pneumatics	
-		093 Safety Engineering; Accident Studies;
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UTT Bridges 012 Cemeteries (Planning & Refocation)	053 Industrial Processes; Quality Control	094 Security Systems; Intruder & Smoke
_		005 Seismic Designs & Studies
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-	058 Laboratories; Medical Research	
U17 Commercial Buildings (row rise);	٠.	
Shopping Cemers Off Communications Systems: TV:		099 Solid Wastes; Incineration; Land Fill
	061 Libration (Interiors: Disolay: Theatra	101 Special Elivirol little instructures
019 Computer Facilitles; Computer Service	_	
_	062 Lighting (Exteriors; Streets; Memorjals;	
	063 Materials Handling Systems; Conveyors;	
UZZ Corrosion Control; Cathodic Protection;	٠, ،	105 Telephone Systems (Rural; Mobile;
CO3 Cost Estimation	064 Metallurgy 065 Microelimeteless: Transfed Essissaries	Intercom, Etc.)
	oos Microclimatology; Tropical Engineering Oss Military Design Standards	
		108 Towers (Self-Supporting & Guyed
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027 Dining Halls; Clubs; Restaurants	-	
028 Ecological & Archeological	_	110 Urban Renewal; Community
mvestigations Mo Educational Facilities: Classrooms	070 Naval Architecture; Off-Shore Platforms	Development
	071 Nuclear Facilities; Nuclear Smelding 072 Office Buildings: Industrial Parks	
_	,	
032 Energy Conservation; New Energy	_	
Sources Cos Engranges Impact Studies		
	U/b Petroleum and Fuel (Storage and	115 Water Supply, Treatment and Distribution 116 Wind Tunnels: Research/Testing
034 Fallout Shelters; Blast-Resistant Design	077 Pipelipes (Cross-Country—Liquid & Gas)	
	-	117 Zoning; Land Use Studies
	•	
(3) Fisheries; Fish Ladders		202
	oeu Prumbing & Piping Design 081 Pneumatic Structures: Air-Support	2004
		205
U40 Gas Systems (Propane, Ivaluia), Etc.)	082 Postal Facilities	
		Standard Form 254 July 1975 Prescribind By GSA Fed Proc Reg (41 CFR) 1-16 803



10. Profi	le of Fires Pro	10. Profile of Fig. s Project Experience, Last 5 Years	lars			-	Number of	Total Gross Fees	s Fees
Profile	Number of	of   Total Gross Fees	Profile Code	Number of Projects	Total Gross Fees (in thousands)	Code	Projects	(in thousands)	(spu
	Flojecia		11) 042	12	717		38	4,032	
	10	3/0		59	3,016	22) 0/9	1/	253	
3) 011	7 0	14		15	992		13	621	
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	13	2,791	15) 050	70	897	_	63	4,859	
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	58	1,160		, ,	•		17	2,659	
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	6	368	20) 062	43	0,311				
11. Pro	11. Project Examples,	Last 5 Years							Completion
Profile	"P", "C",		4	Š	Owner Name and Address	S	Cost c	Cost of Work (in thousands)	Date (Actual or Estimated)
Code	"JV", or "IE"	Project Name and Location	lon						
010	O	Southeastern Massachusetts Student Residences Dartmouth, Massachusetts	chusetts Univer usetts	sity	Southeastern Massachusetts Dartmouth, Massachusetts	setts University	; try \$ 1,200	00	1988
011	ပ	2 I/84-I/91 Final Design I/84 Platform	Design	Co	Connecticut Dept. of Tran Wethersfield, Connecticut	Transportation	sn \$18,000 2,500	00	1992
		Har Lioiu,			1	Monogon			
012	Q.	3 Spring Grove Cemetery Andover, Massachusetts	Master	Plan Ke	Kenneth Mahony, Town M Andover, Massachusetts	Town Manager usetts	<del>\$</del>	45	1985
014	Q.	4 Church of Jesus Ch Day Saints	Christ of Latter		Church of Jesus Christ Saints Belmont, Massachusetts	st of Latter-Day ts	MP - Ph1-	\$4,000 933	1985
015	O	5 George's Island Master Boston Harbor	ister Plan	Th	1 0 2	trict Commission	ton N/A	A	1988
017	O	Boston, Massachusetts  6 Martha's Vineyard National	National Bank	•	MVY Realty Trust Boston, Massachusetts	S	\$	975	1989
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029	Ŋ	7 Somerville Comprehensive High Somerville, Massachusetts	omprehensive High Massachusetts	School	City of Somerville Somerville, Massachusetts	setts	\$ 2,000		1988
								STANDAND FOI	STANDARD FORM 254 (REV. 10.83)



Lakeville/Middleborg, massachusetts  C Athletic Facility Fitchburg, Massachusetts Fitchburg, Massachusetts  C Genter Parking Garage Gonter Parking Garage C Charlestown Nay Yard Charlestown Nay Yard Charlestown Nay Yard Gharlestown Massachusetts Boston, Massachusetts Boston, Massachusetts Hampton, New Hampshire  15 Arluwade (The Bryer Estate) Hampton, New Hampshire  16 Black & Decker Manufacturing Company Gombridge, Massachusetts Towson, Maryland Towson, Maryland Towson, Maryland Gombridge, Massachusetts Togus, Maine Togus, Maine Togus, Maine Golfinical Area Improvements V.A. Medical Center Togus, Maine Togus, Maine	033	ပ		C. an Spray Cranberries, Inc. Plymouth, Massachusetts	\$ 3,600	1988
10 Intersity of Massachusetts Medical Center Parking Garage Worcester, Massachusetts I Shipyard Quarters Condominiums Charlestown Nay Yard Charlestown, MA 12 Bromley-Heath Housing Site Modernization Jamaica Plain, MA 13 The Vale Master Plan Waltham, Massachusetts Boston, Massachusetts Hampton, New Hampshire I Shilowson, Maryland Towson, Maryland	035	O O	Lakeville/Middleboro, Fitchburg State Colleg Athletic Facility Fitchburg, Massachuset	Fitchburg State College Fitchburg, Massachusetts	\$ 1,600	1989
11 Shipyard Quarters Condominiums C Charlestown, MA 12 Bromley-Heath Housing Site Modernization Jamaica Plain, MA 13 The Vale Master Plan Waltham, Massachusetts Boston, Massachusetts Hampton, New Hampshire 15 Arluwade (The Bryer Estate) Hampton, New Hampshire C Headquarters Towson, Maryland 17 John F. Kennedy Park Cambridge, Massachusetts Cambridge, Massachusetts Togus, Maine C H9 Bulfinch Square/Cambridge	039	O O	Medic	The University of Massachusetts Medical Center Worcester, Massachusetts	\$ 1,100	1988
P Modernization Jamaica Plain, MA  13 The Vale Master Plan Waltham, Massachusetts Waltham, Massachusetts  14 University Hospital Boston, Massachusetts Hampton, New Hampshire C Towson, Maryland  17 John F. Kennedy Park Cambridge, Massachusetts C Towson, Maryland C Towson, Maine C Dester Mannely Park C Togus, Maine C Dester Massachusetts C Dester Massachusetts C Dester Mannely Park C Dester Massachusetts	042	C	Quarters	Raymond St. John Development Company Charlestown, MA	009 \$	1988
P Waltham, Massachusetts Waltham, Massachusetts  14 University Hospital Boston, Massachusetts Hampton, New Hampshire Towson, Maryland  17 John F. Kennedy Park Cambridge, Massachusetts Cumbridge, Massachusetts Togus, Maine  19 Bulfinch Square/Cambridge	940	ď	Bromley-Heath Housing Modernization Jamaica Plain, MA	Bromley-Heath Tenant Management Corp. Boston Housing Authority Boston, Massachusetts	\$ 7,000	1989
Hampton, Massachusetts  Sarluwade (The Bryer Estate)  Hampton, New Hampshire  Hampton, New Hampshire  Towson, Maryland  Bellinical Area Improvements  Towson, Maine  Towson, Maine	047	Q4	The Vale Waltham,	Society for the Preservation of New England Antiquities Waltham, Massachusetts	Ph 1 - 4: \$ 1,978	1987
15 Arluwade (The Bryer Estate) Hampton, New Hampshire 16 Black & Decker Manufacturing Company Readquarters Towson, Maryland 17 John F. Kennedy Park Cambridge, Massachusetts C V.A. Medical Center Togus, Maine C U.Bulfinch Square/Cambridge	048	Ъ		University Hospital Boston, Massachusetts	\$ 120	1988
16 Black & Decker Manufacturing Company Readquarters Towson, Maryland  17 John F. Kennedy Park Cambridge, Massachusetts Cambridge, Massachusetts C V.A. Medical Center Togus, Maine C U.Bulfinch Square/Cambridge	050	Δ4	Arluwade (The Bryer Hampton, New Hampshi	John Merchant (for the Bryer Estate) JMP Properties Salem, New Hampshire	\$ 1,000	1989
P Cambridge, Massachusetts Cambridge, Massachusetts  18 Clinical Area Improvements  V.A. Medical Center  Togus, Maine  19 Bulfinch Square/Cambridge	052	O O	Black & Decker Manufacturing Headquarters Towson, Maryland	Black & Decker Manufacturing Company Towson, Maryland	\$ 2,257	1986
C V.A. Medical Center Washington, D Togus, Maine  19 Bulfinch Square/Cambridge Craham Gund,	056	д		The Metropolitan District Commission Boston, Massachusetts	\$ 2,500	1987
19 Bulfinch Square/Cambridge Graham Gund,	058	O	Clinical Area V.A. Medical ( Togus, Maine	The Veterans Administration Washington, D.C.	\$27,000	1990
Multicultural Arts Center Cambridge, Massachusetts	090	S		Craham Gund, Architect/Developer Cambridge, Massachusetts	\$ 668	1986 STANDARD FORM 254 (REV 10-83)

